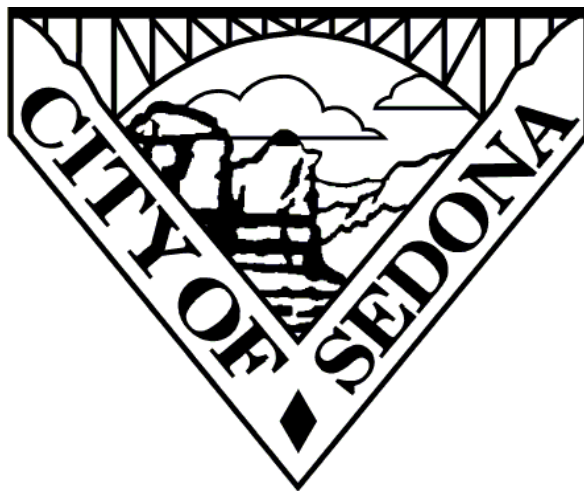


The National
CITIZEN SURVEY™

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**Report of Results for
The City of Sedona, AZ**



Submitted by:

NATIONAL RESEARCH CENTER, INC.
3005 30th Street • Boulder, CO 80301
tel. 303-444-7863 • fax. 303-441-1145
e-mail: ncs@n-r-c.com • www.n-r-c.com

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and The International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically reweighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Sedona staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Sedona staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 221 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 537 residents, for a response rate of 55%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 537 residents is generally no greater than plus or minus 4 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of Sedona. (For more information on the survey methodology, see Appendix II. A copy of the survey materials can be found in Appendix III.)

Survey Validity

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

- 1) Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
- 2) Selecting households at random within the jurisdiction.

- 3) Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- 4) Selecting the respondent within the household using an unbiased sampling procedure¹.
- 5) Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- 6) Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
- 7) Providing a self-addressed, postage-paid return envelope.
- 8) Offering the survey in Spanish when appropriate and requested by city officials.
- 9) Using the most recent available information about the characteristics of jurisdiction residents to reweight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g. reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that she can be honest without suffering any

¹ The birthday method requests that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.

negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g. driving habits), reported intentions to behave with observed future behavior (e.g. voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g. feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g. family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen "objectively" in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

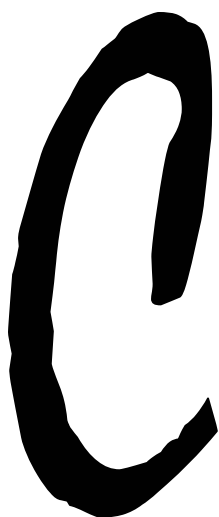
“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix I. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 4 points based on all respondents.



COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Sedona. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Sedona. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Sedona.

QUALITY OF LIFE

When asked to rate the overall quality of life in Sedona, 33% of respondents thought it was “excellent.” Only 2% rated overall quality of life as “poor.” Overall quality of life in Sedona received an average rating of 71 on a 100-point scale. Other ratings can be seen in the charts on the following page.

Figure 1: Overall Quality of Life in Sedona

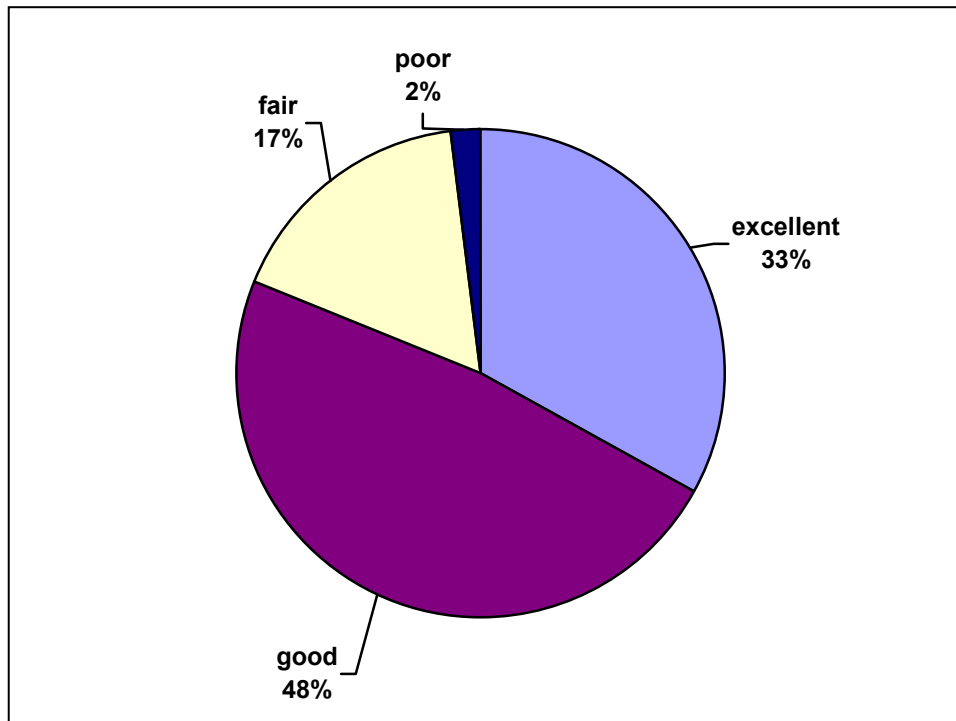


Figure 2: Quality of Life Ratings

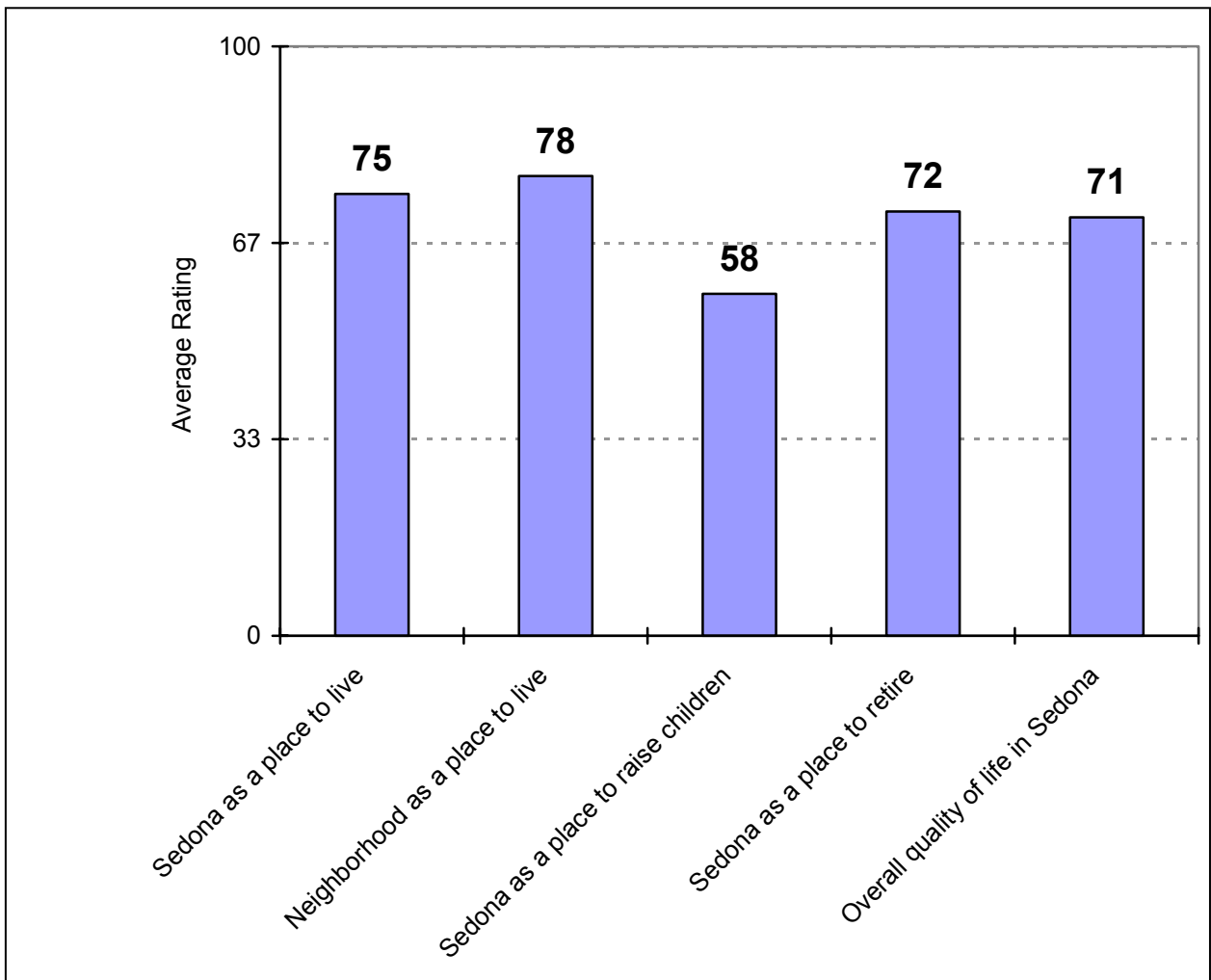


Figure 2b: Quality of Life Ratings					
	excellent	good	fair	poor	Total
How do you rate Sedona as a place to live?	44%	38%	16%	1%	100%
How do you rate your neighborhood as a place to live?	47%	40%	13%	0%	100%
How do you rate Sedona as a place to raise children?	20%	45%	26%	10%	100%
How do you rate Sedona as a place to retire?	39%	41%	17%	3%	100%
How do you rate the overall quality of life in Sedona?	33%	48%	17%	2%	100%
Note: "Don't Know" responses are removed					

RATINGS OF COMMUNITY CHARACTERISTICS IN SEDONA

The highest rated characteristic of Sedona was overall appearance. When asked about potential problems in Sedona, the three concerns rated by the highest proportion of respondents as a “major problem” were too much growth, traffic congestion, and taxes. The rate of population growth in Sedona was viewed as “too fast” by 65% of respondents, while 1% thought it was “too slow.”

Figure 3: Characteristics of the Community: General and Opportunities

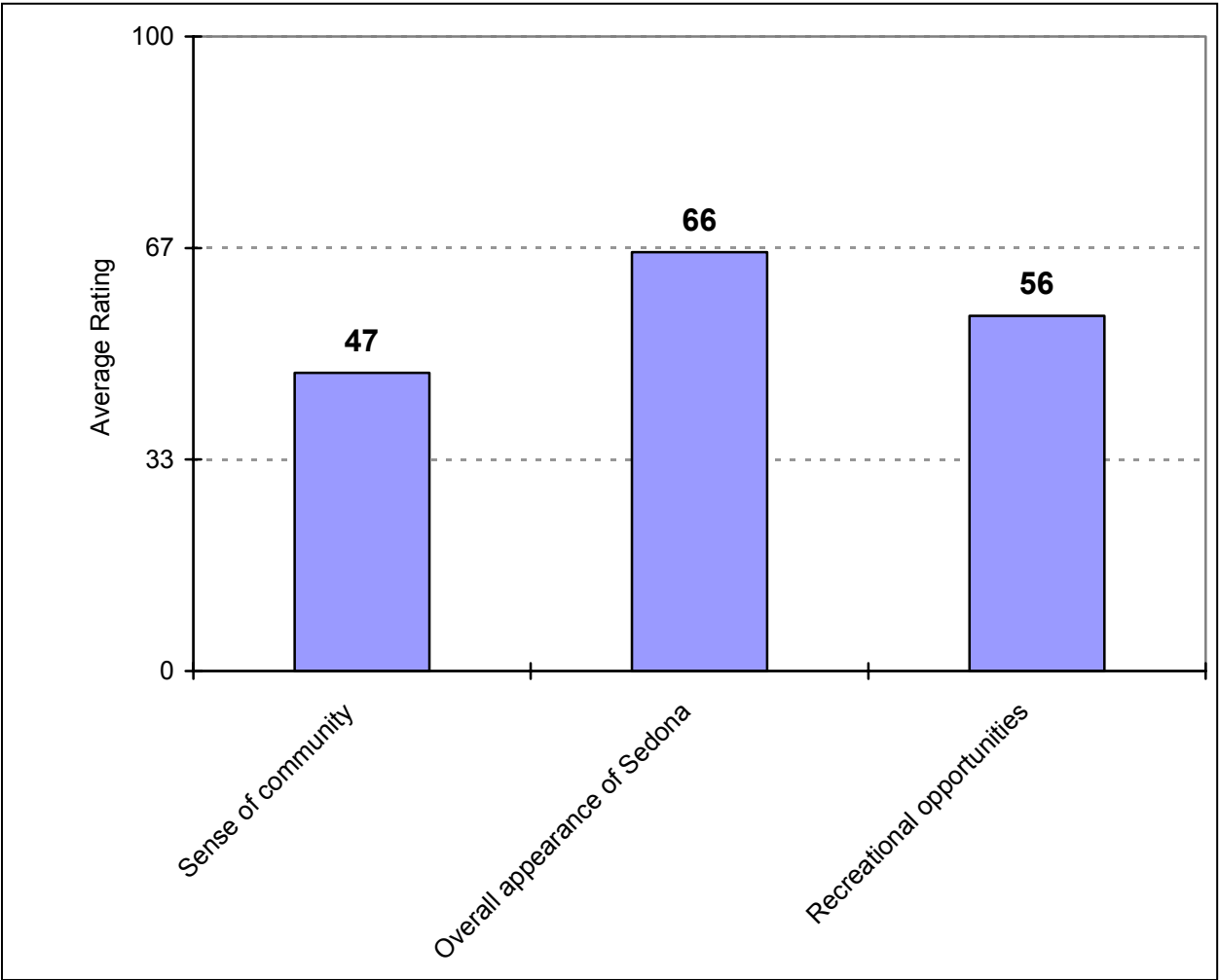


Figure 3b: Characteristics of the Community: General and Opportunities					
	excellent	good	fair	poor	Total
Sense of community	11%	37%	32%	20%	100%
Overall appearance of Sedona	28%	47%	19%	5%	100%
Recreational opportunities	22%	36%	27%	15%	100%
Note: "Don't Know" responses are removed					

Figure 4: Characteristics of the Community: Access

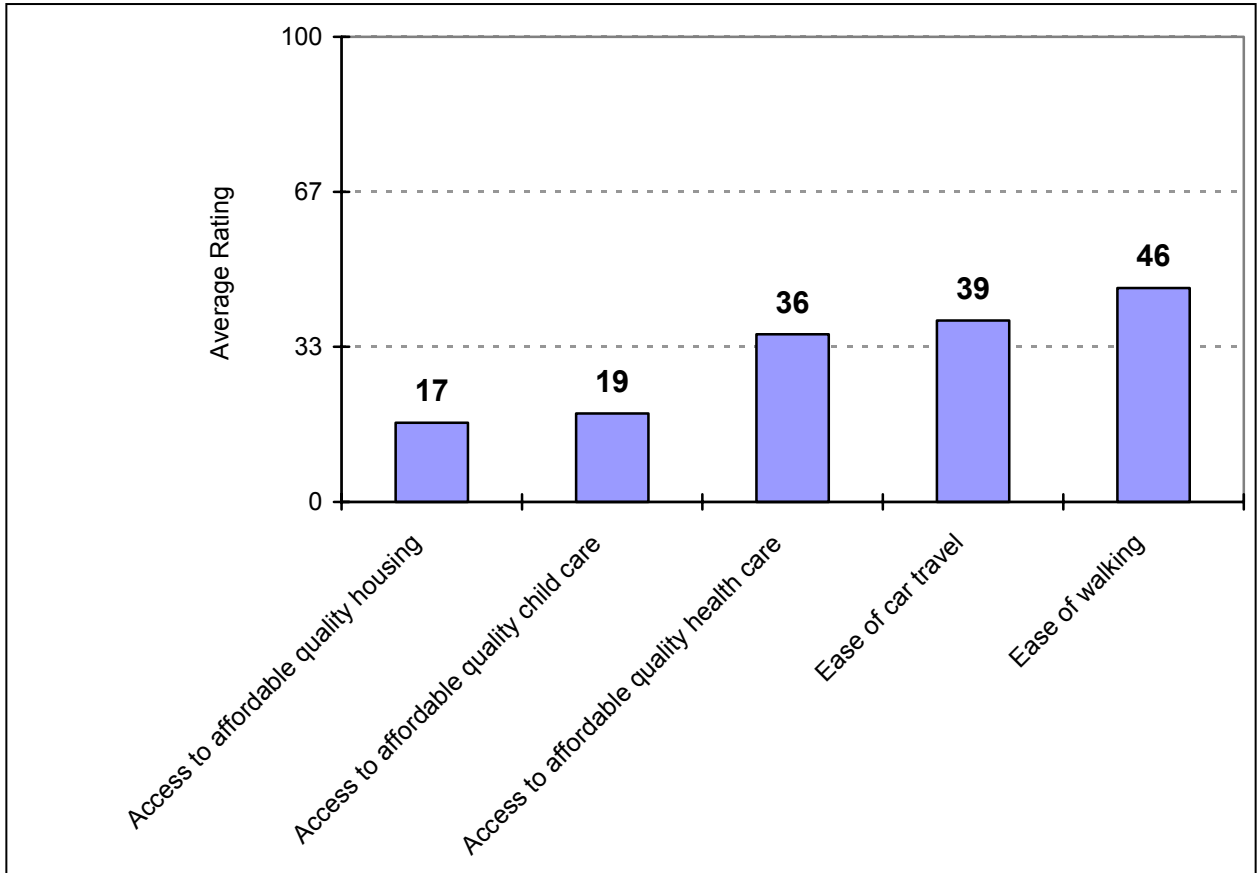


Figure 4b: Characteristics of the Community: Access and Mobility

	excellent	good	fair	poor	Total
Access to affordable quality housing	2%	8%	29%	61%	100%
Access to affordable quality child care	0%	10%	37%	53%	100%
Access to affordable quality health care	4%	29%	36%	31%	100%
Ease of car travel in Sedona	6%	33%	34%	27%	100%
Ease of walking in Sedona	11%	38%	30%	22%	100%
Note: "Don't Know" responses are removed					

Figure 5: Ratings of Potential Problems in Sedona

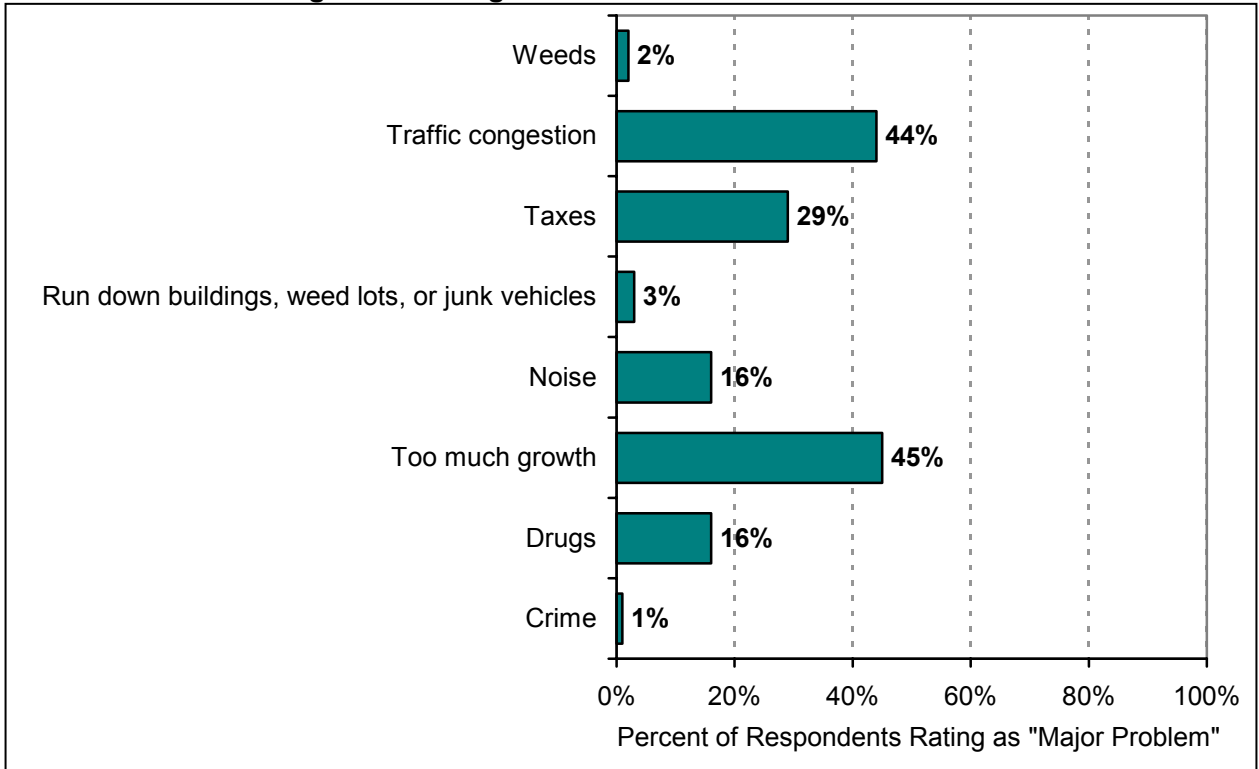
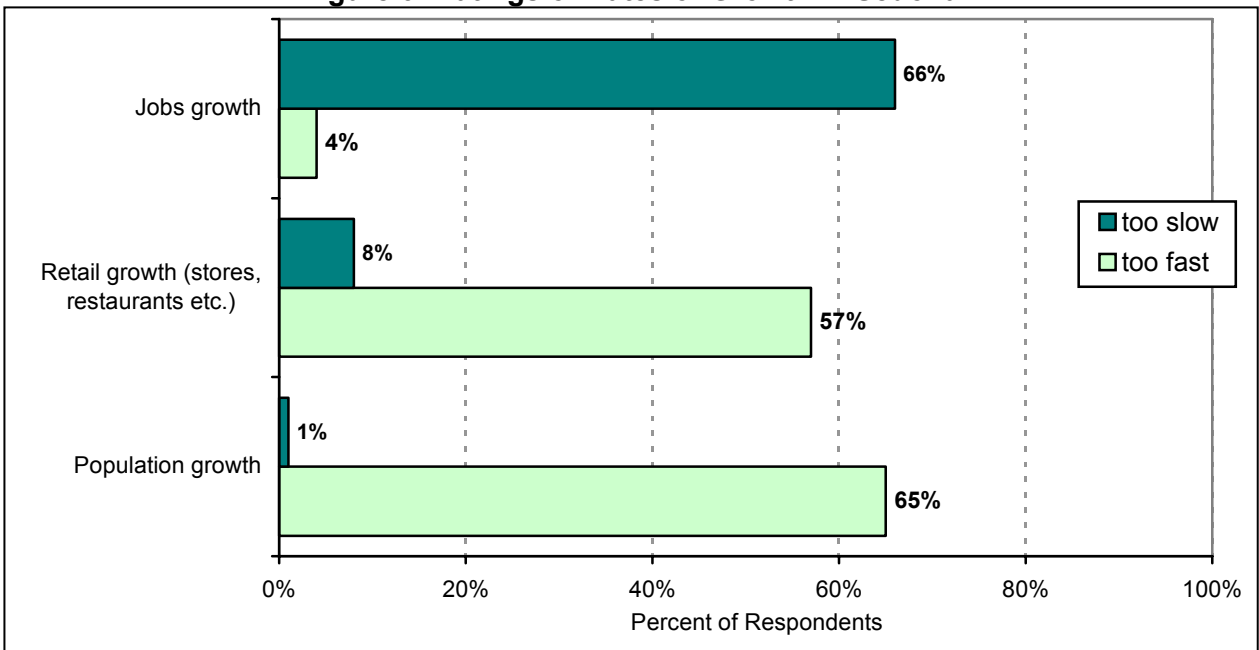


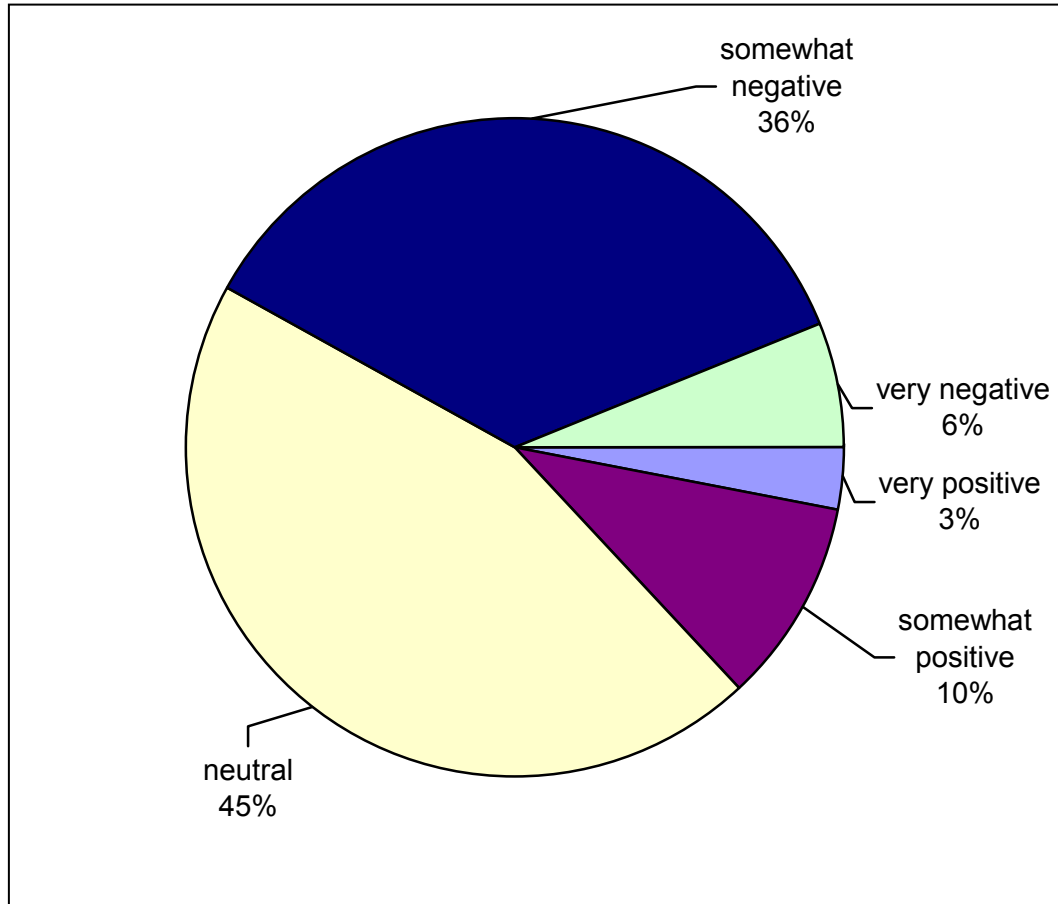
Figure 6: Ratings of Rates of Growth in Sedona



*Note: Responses of "neither too fast nor too slow" were omitted.

Figure 7: Perceptions of Economy

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be



PERCEPTIONS OF SAFETY

When evaluating safety in the community, 82% of respondents felt “somewhat” or “very safe” from violent crimes in Sedona. In their neighborhood after dark, 91% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 6% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 83% had reported it to police.

Figure 8: Ratings of Safety from Various Problems in Sedona

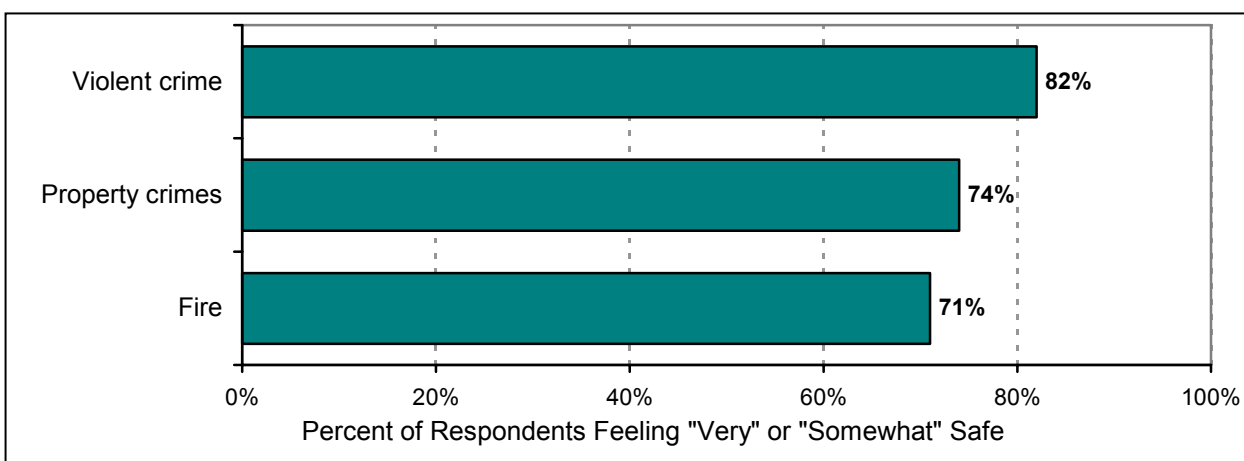


Figure 9: Ratings of Safety in Various Areas in Sedona

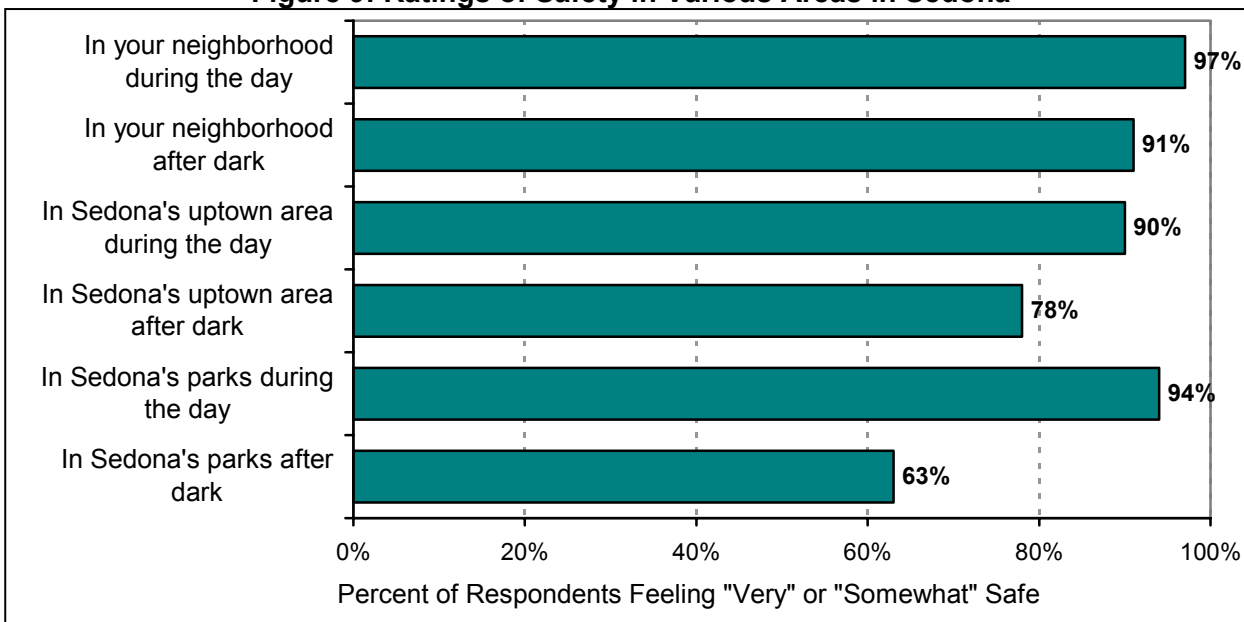


Figure 10: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months

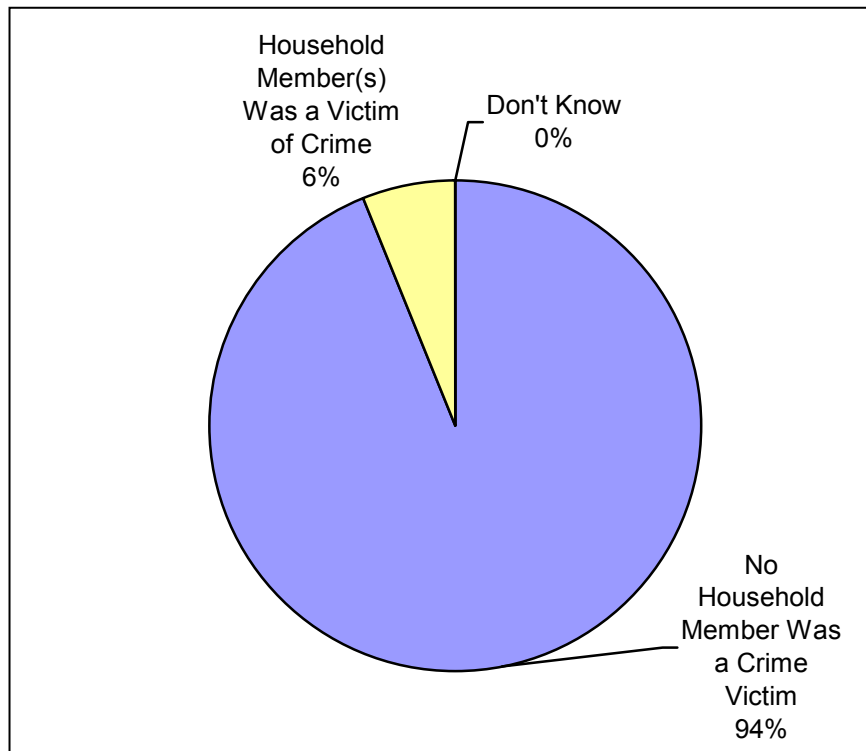
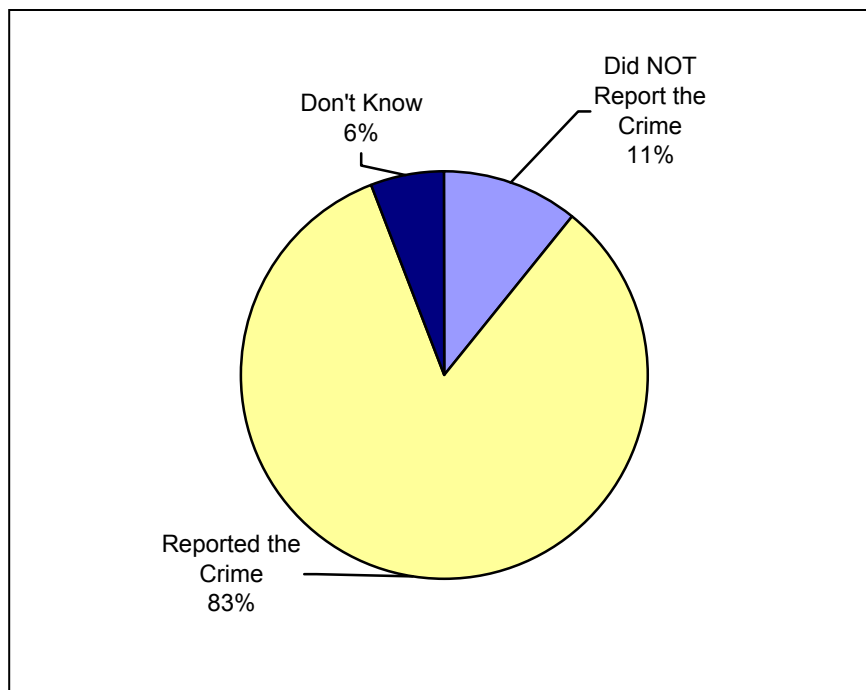


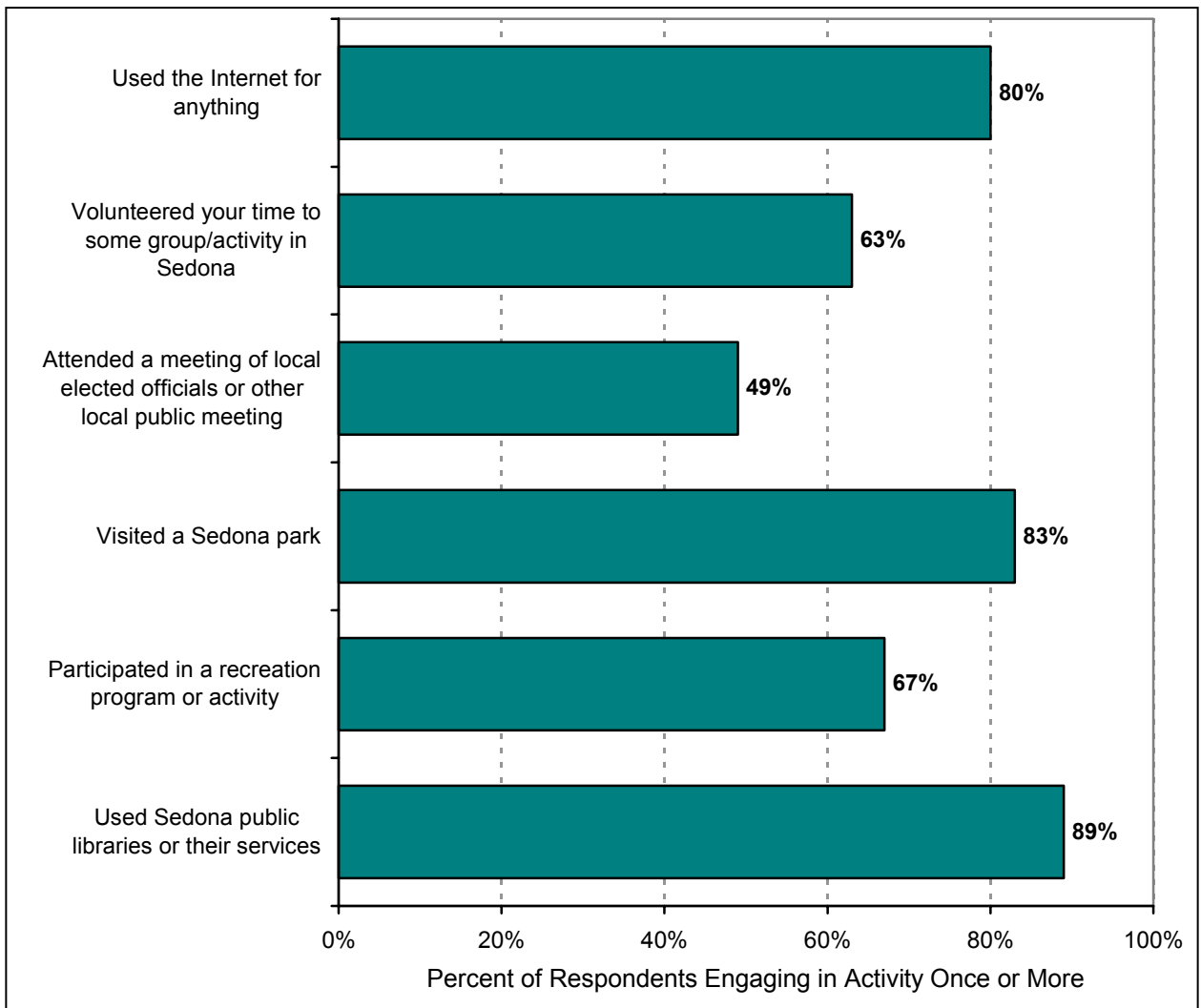
Figure 11: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime



COMMUNITY PARTICIPATION

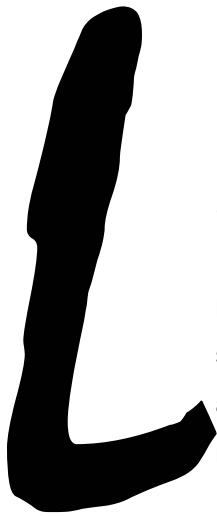
Participation in the civic, social and economic life of Sedona during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Voter status was also estimated.² Among those completing the questionnaire, 89% reported using the Sedona Public Library or its services in the past year.

Figure 12: Percent of Respondents Engaging in Various Activities in Sedona in the Past Year



² In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

Figure 13: Voter Status			
	no	yes	Total
Are you likely to vote in the next election?	12%	88%	100%



LOCAL GOVERNMENT

Several aspects of the government of the City of Sedona were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Sedona. Those who had any contact with a City of Sedona employee in the past year gave their impressions of the most recent encounter.

PUBLIC TRUST

When asked to evaluate whether they were pleased with the overall direction taken by the City of Sedona, residents gave an average rating of 46 on a 100-point scale.

Figure 14: Ratings of Public Trust

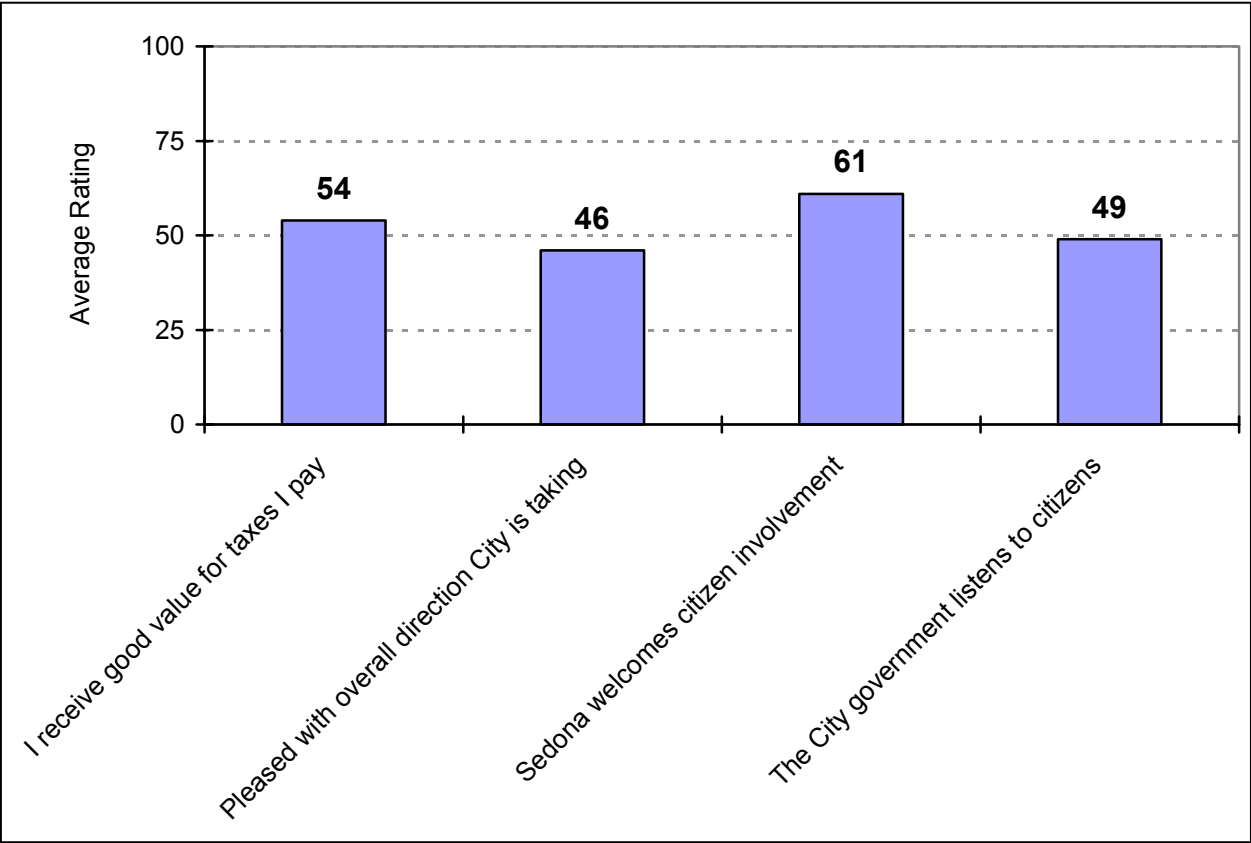


Figure 14b: Public Trust Ratings						
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree	Total
I receive good value for the City of Sedona taxes I pay	13%	32%	26%	16%	14%	100%
I am pleased with the overall direction that the City of Sedona is taking	8%	31%	17%	26%	18%	100%
The City of Sedona government welcomes citizen involvement	19%	38%	22%	13%	9%	100%
The City of Sedona government listens to citizens	11%	29%	23%	24%	14%	100%
Note: "Don't Know" responses are removed						

SERVICES PROVIDED BY SEDONA

The overall quality of services provided by the City of Sedona was rated as 60 on a 100-point scale. Ratings given to specific services are shown on the following pages.

Figure 15: Overall Quality of Services Provided by the City of Sedona

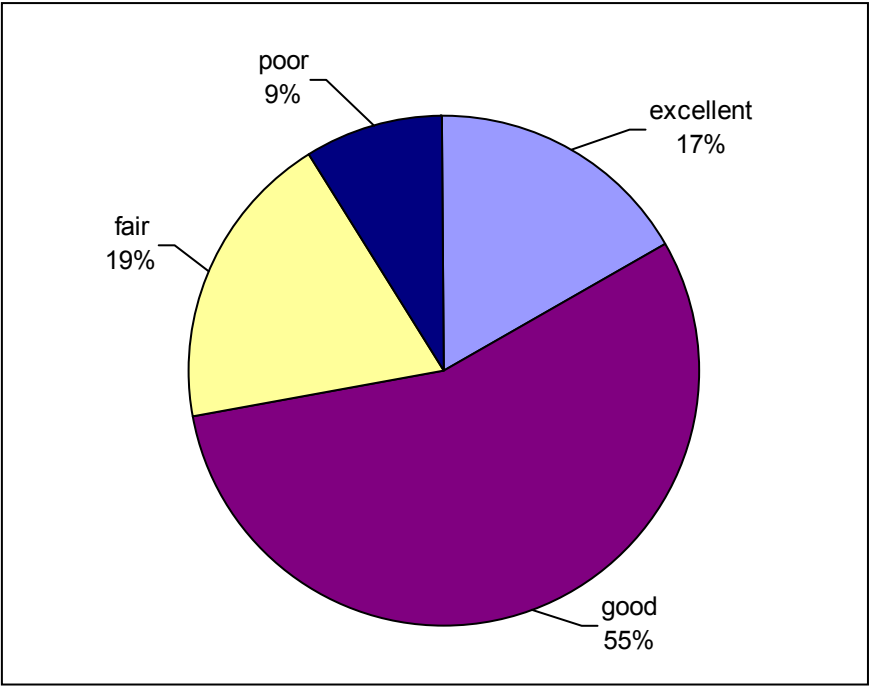


Figure 16: Rating of Overall Quality of Services Provided by Various Levels of Government

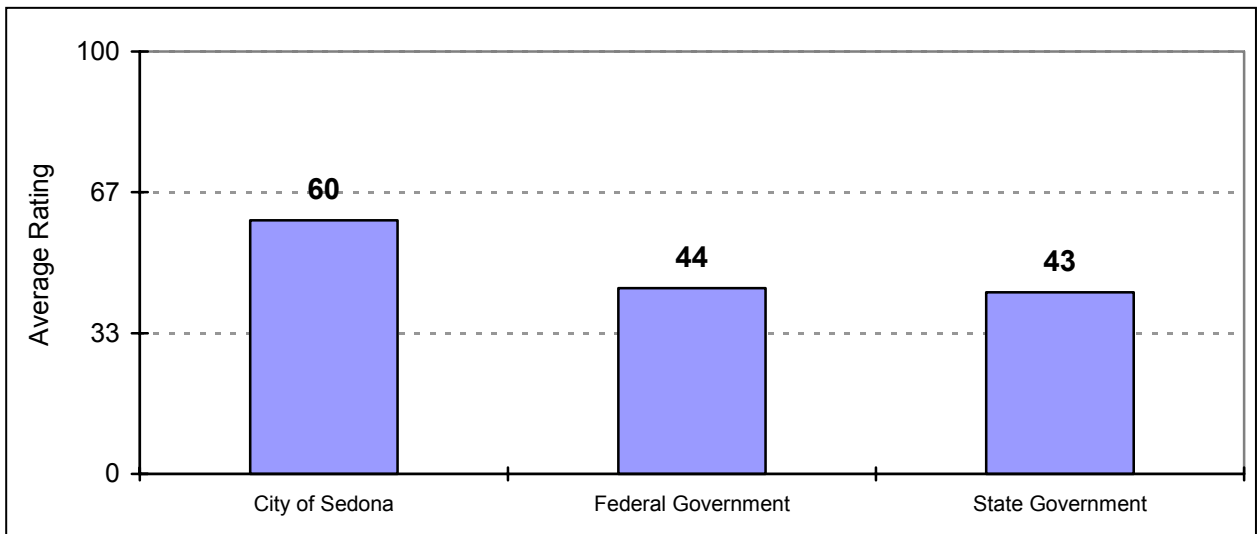


Figure 16b: Overall Quality of Services: City of Sedona, Federal Government and State Government					
	excellent	good	fair	poor	Total
Overall, how would you rate the quality of the services provided by the City of Sedona?	17%	55%	19%	9%	100%
Overall, how would you rate the quality of the services provided by the Federal Government?	9%	31%	43%	17%	100%
Overall, how would you rate the quality of the services provided by the State Government?	10%	31%	38%	21%	100%
Note: "Don't Know" responses are removed					

Figure 17: Quality of Public Safety Services

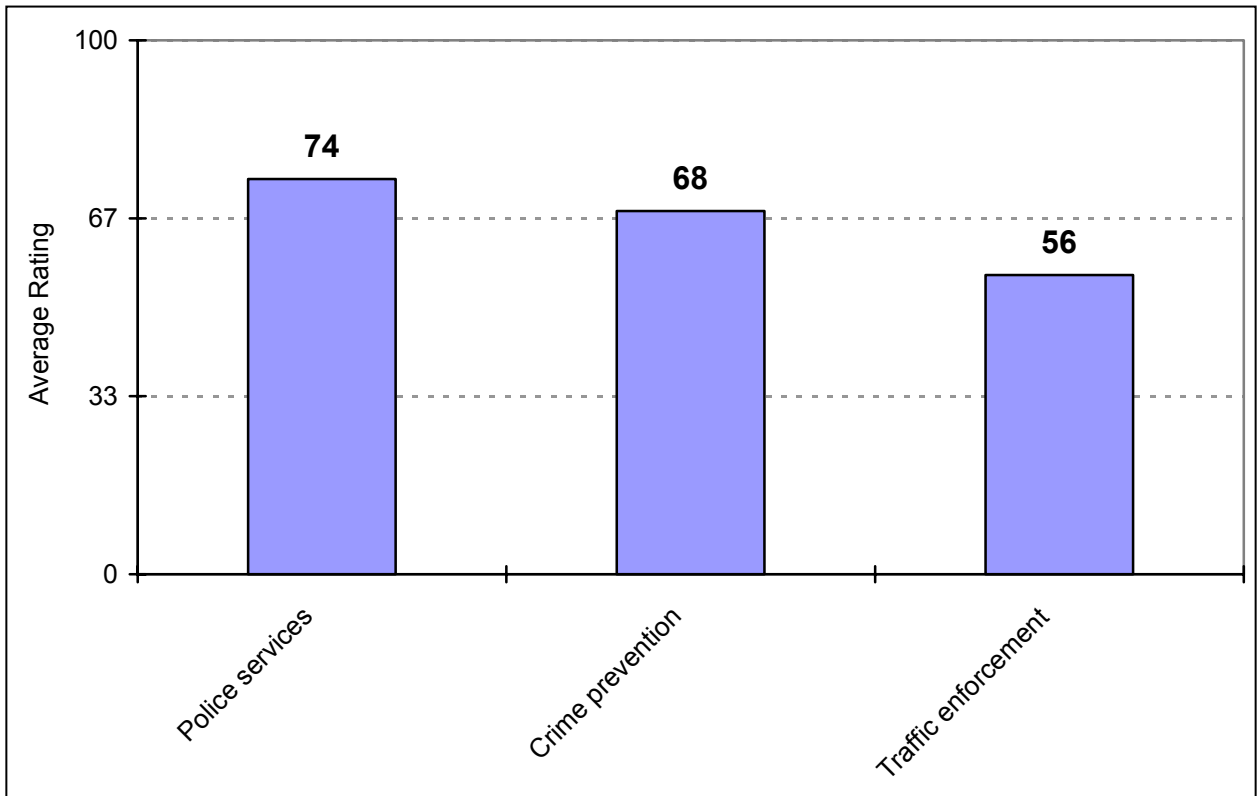


Figure 17b: Quality of Public Safety Services

	excellent	good	fair	poor	Total
Police services	37%	52%	7%	3%	100%
Crime prevention	24%	58%	14%	3%	100%
Traffic enforcement	16%	49%	23%	12%	100%

Note: "Don't Know" responses are removed

Figure 18: Quality of Transportation Services

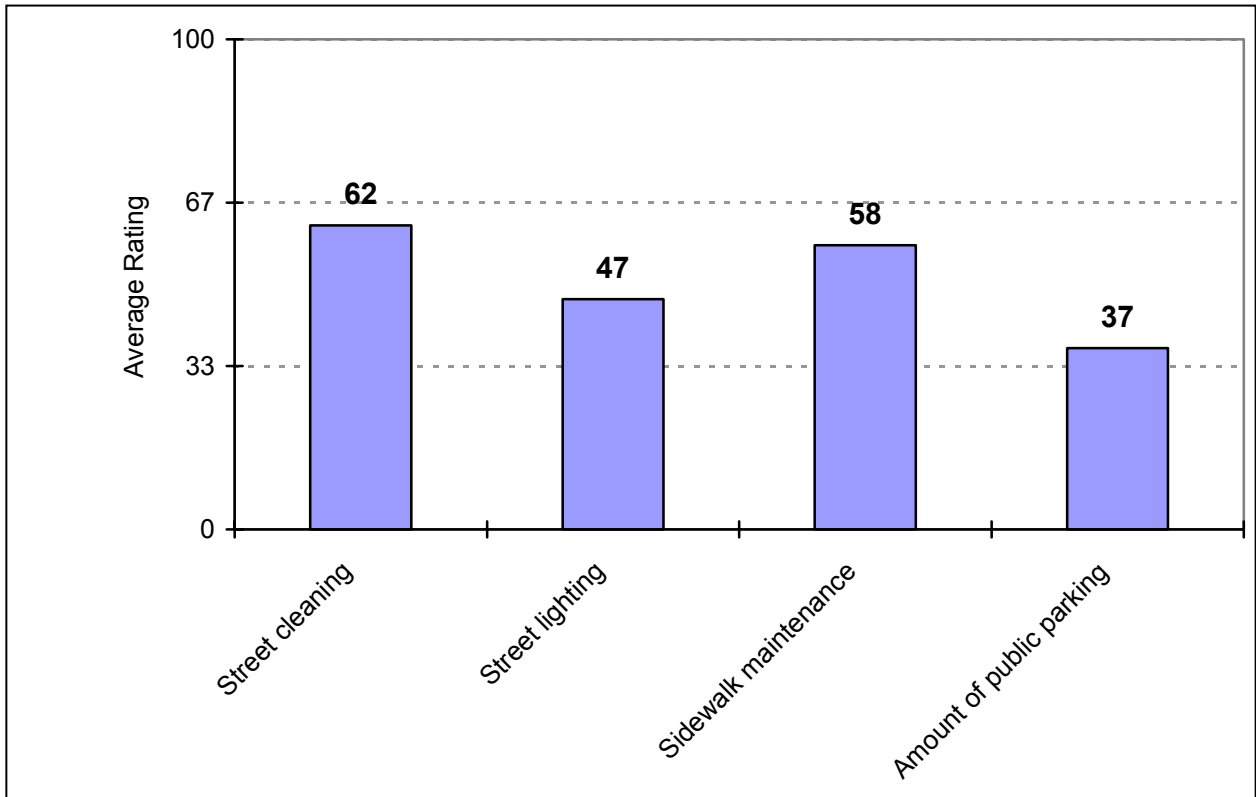


Figure 18b: Quality of Transportation Services

	excellent	good	fair	poor	Total
Street cleaning	22%	50%	19%	9%	100%
Street lighting	16%	33%	27%	24%	100%
Sidewalk maintenance	17%	50%	23%	10%	100%
Amount of public parking	4%	29%	42%	25%	100%

Note: "Don't Know" responses are removed

Figure 19: Quality of Leisure Services

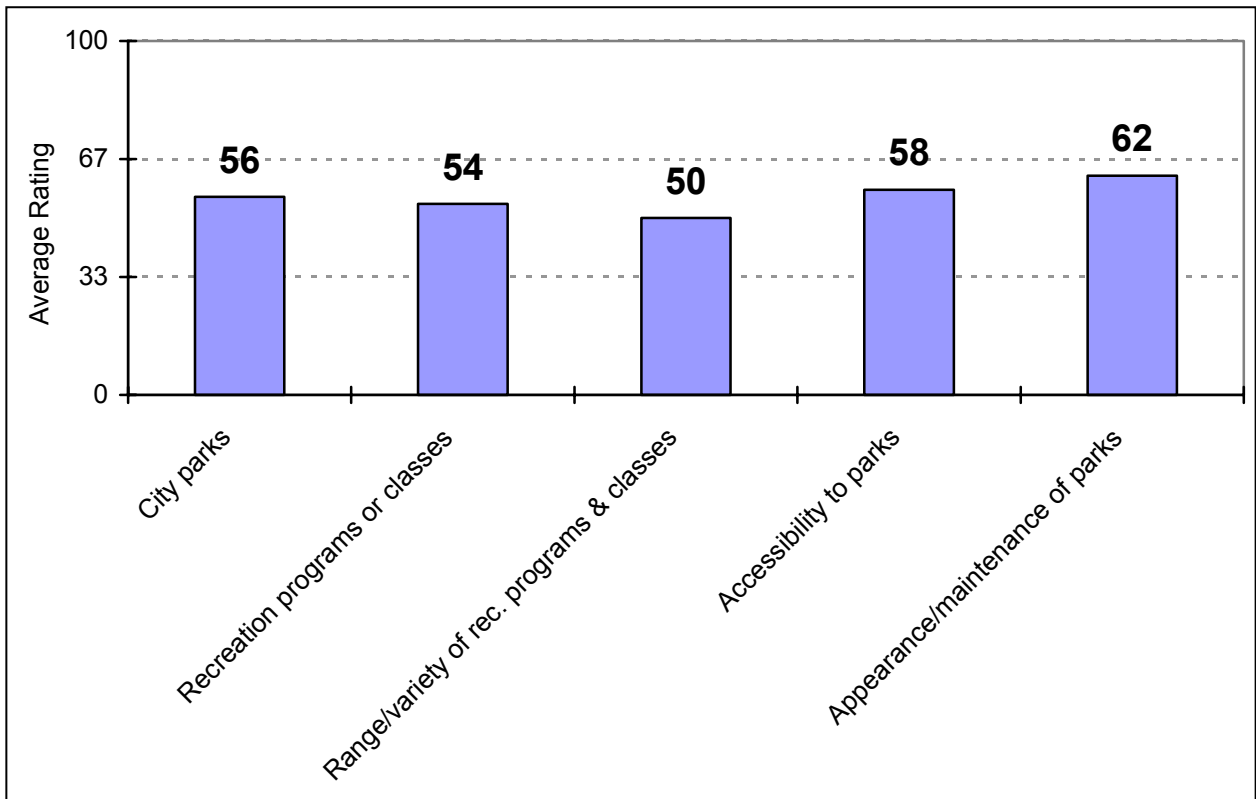


Figure 19b: Quality of Leisure Services

	excellent	good	fair	poor	Total
City parks	15%	48%	29%	9%	100%
Recreation programs or classes	14%	47%	25%	14%	100%
Range/variety of recreation programs and classes	14%	36%	35%	15%	100%
Accessibility of parks	17%	45%	32%	5%	100%
Appearance/maintenance of parks	19%	55%	19%	7%	100%
Note: "Don't Know" responses are removed					

Figure 20: Quality of Utility Services

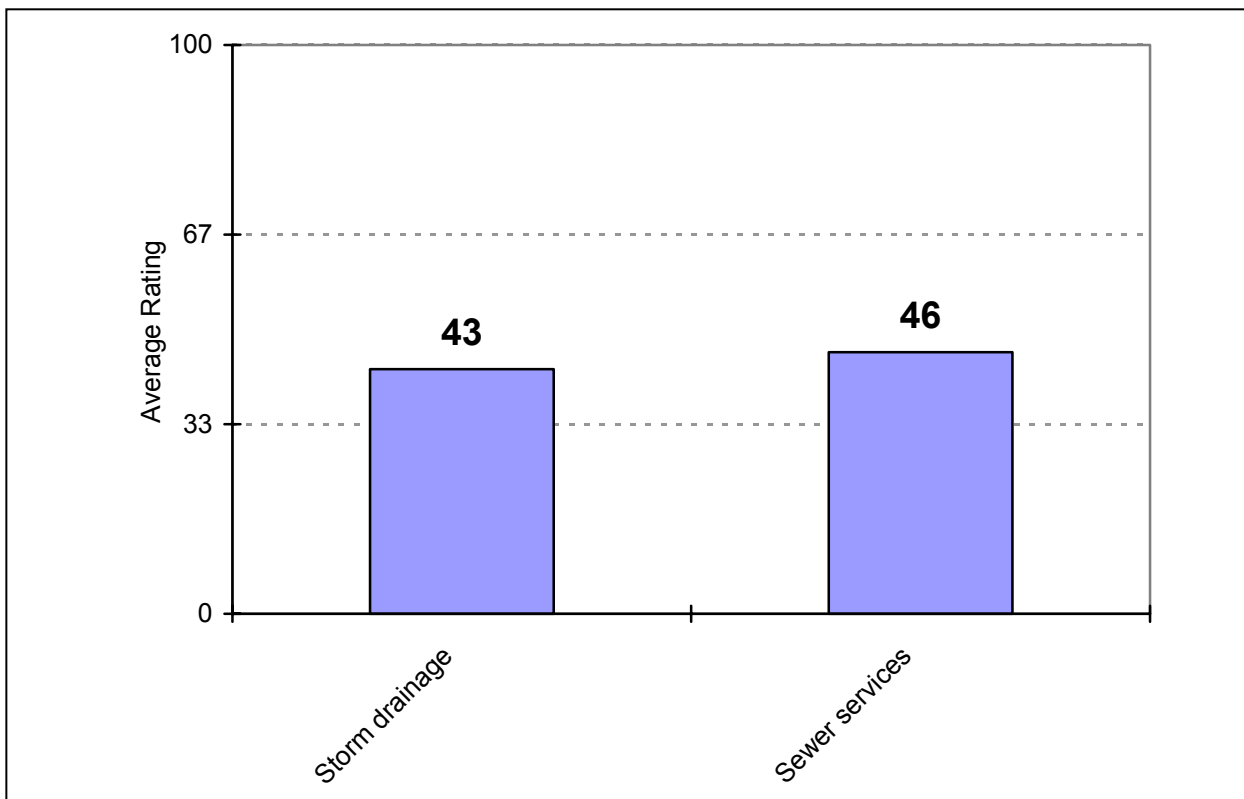


Figure 20b: Quality of Utility Services					
	excellent	good	fair	poor	Total
Storm drainage	6%	32%	45%	16%	100%
Sewer services	11%	38%	29%	22%	100%
Note: "Don't Know" responses are removed					

Figure 21: Quality of Planning and Code Enforcement Services

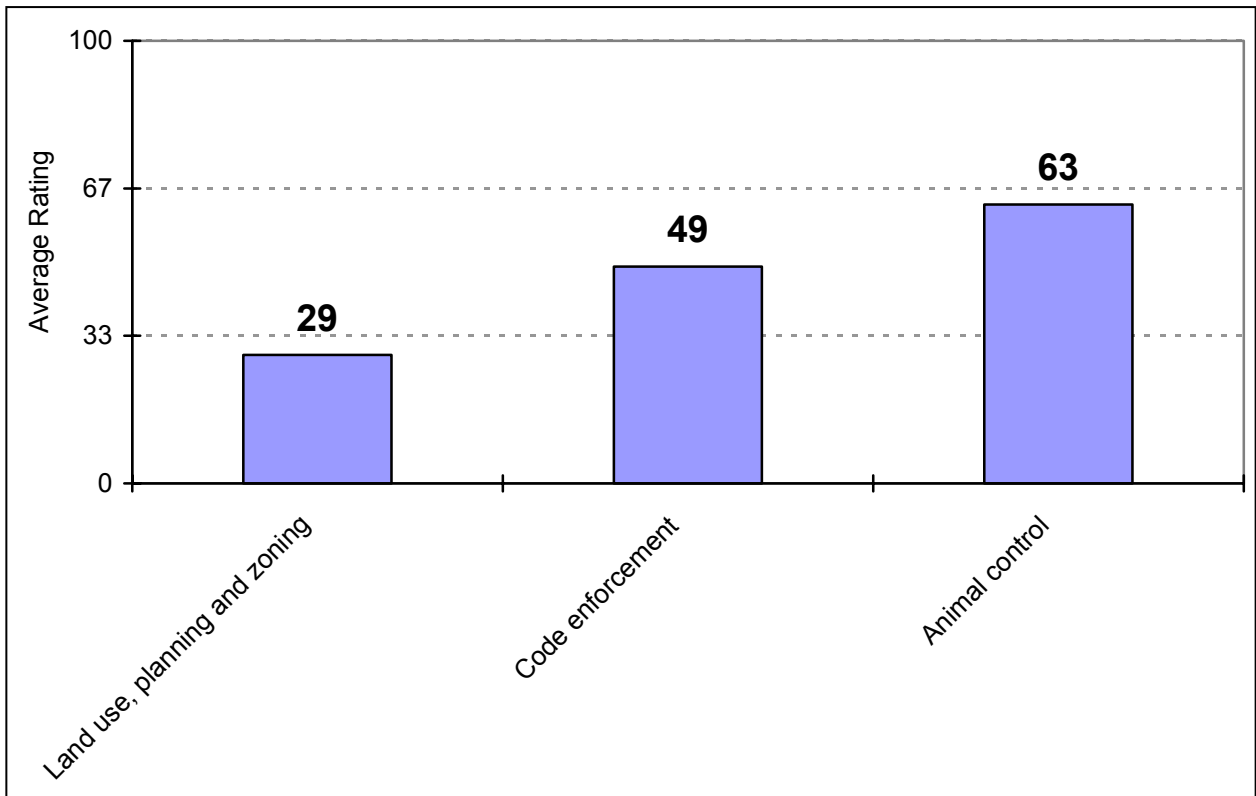


Figure 21b: Quality of Planning and Code Enforcement Services

	excellent	good	fair	poor	Total
Land use, planning and zoning	3%	24%	31%	42%	100%
Code enforcement (weeds, abandoned buildings, etc)	5%	48%	34%	13%	100%
Animal control	15%	64%	16%	5%	100%
Note: "Don't Know" responses are removed					

Figure 22: Quality of Services to Special Populations and Other Services

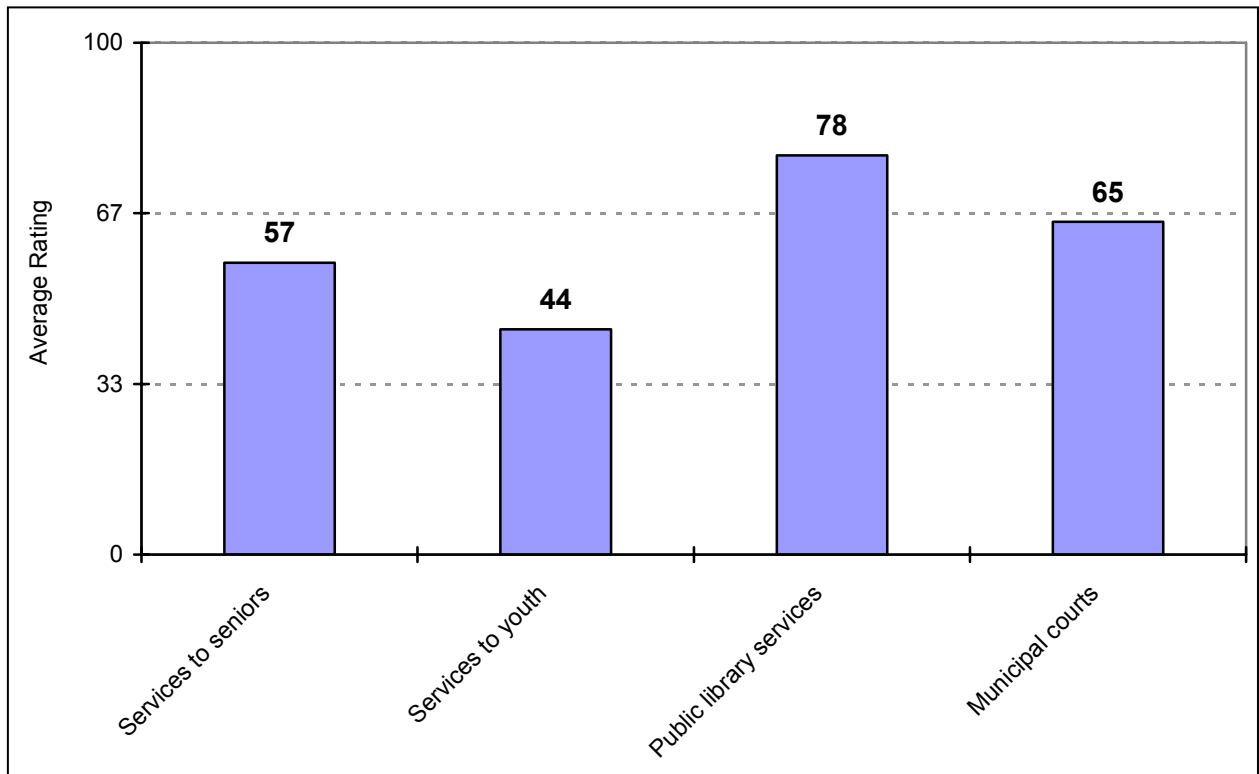


Figure 22b: Quality of Services to Special Populations and Other Services

	excellent	good	fair	poor	Total
Services to seniors	13%	56%	22%	9%	100%
Services to youth	9%	34%	36%	20%	100%
Public library services	46%	44%	9%	1%	100%
Municipal courts	24%	51%	24%	2%	100%
Note: "Don't Know" responses are removed					

THE CITY OF SEDONA EMPLOYEES

Impressions of the City of Sedona employees were assessed on the questionnaire. Those who had been in contact with a City of Sedona employee in the past year (34%) rated their overall impression as 70 on a 100-point scale.

Figure 23: Percent of Respondents Who Had Contact with a City of Sedona Employee

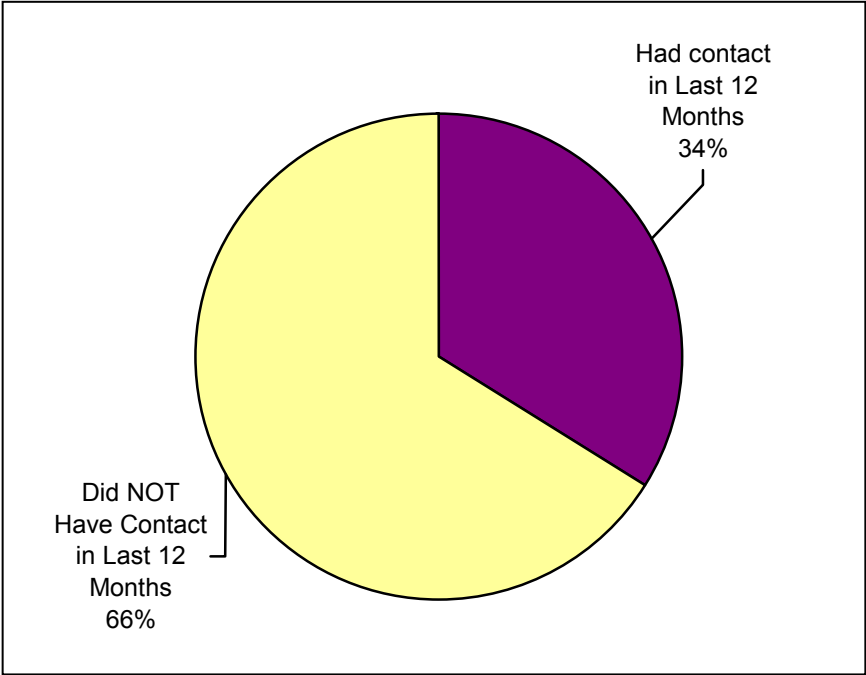


Figure 24: Ratings of Contact with the City of Sedona Employees

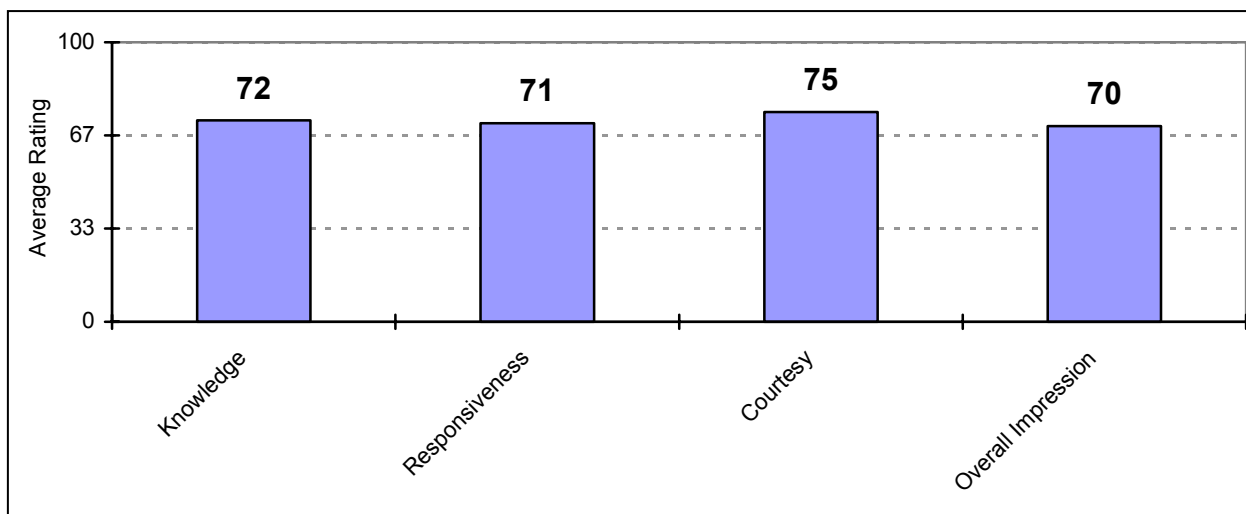
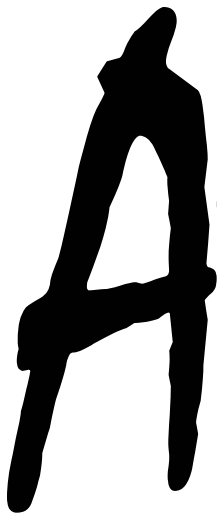


Figure 24b: Impression of Contact with Employees

	excellent	good	fair	poor	Total
Knowledge	36%	46%	16%	2%	100%
Responsiveness	37%	45%	11%	6%	100%
Courtesy	44%	39%	15%	2%	100%
Overall Impression	35%	43%	17%	5%	100%

Note: "Don't Know" responses are removed



APPENDIX I: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

Question #1: Quality of Life Ratings						
	excellent	good	fair	poor	don't know	Total
How do you rate Sedona as a place to live?	44%	38%	16%	1%	0%	100%
How do you rate your neighborhood as a place to live?	47%	40%	13%	0%	0%	100%
How do you rate Sedona as a place to raise children?	15%	35%	20%	7%	23%	100%
How do you rate Sedona as a place to retire?	36%	38%	16%	3%	8%	100%
How do you rate the overall quality of life in Sedona?	33%	47%	17%	2%	0%	100%

Question #2: Please rate each of the following characteristics as they relate to Sedona as a whole						
	excellent	good	fair	poor	don't know	Total
Sense of community	11%	36%	32%	19%	1%	100%
Overall appearance of Sedona	28%	47%	19%	5%	0%	100%
Recreational opportunities	22%	35%	26%	14%	3%	100%
Access to affordable quality housing	1%	8%	26%	56%	9%	100%
Access to affordable quality child care	0%	4%	16%	23%	56%	100%
Access to affordable quality health care	4%	27%	33%	28%	8%	100%
Ease of car travel in Sedona	6%	33%	33%	27%	1%	100%
Ease of walking in Sedona	10%	37%	30%	21%	2%	100%

Question #3: Please rate the speed of growth in the following categories in Sedona over the past two years							
	much too slow	somewhat too slow	right amount	somewhat too fast	much too fast	don't know	Total
Population growth	0%	1%	31%	35%	24%	8%	100%
Retail growth (stores, restaurants etc.)	2%	5%	33%	25%	29%	6%	100%
Jobs growth	16%	28%	19%	2%	0%	34%	100%

Question #4: To what degree are the following problems in Sedona							
	not a problem	minor problem	moderate problem	major problem	don't know	6	Total
Crime	19%	49%	26%	1%	6%	0%	100%
Drugs	6%	27%	28%	11%	26%	0%	100%
Too much growth	10%	17%	26%	43%	5%	0%	100%
Noise	27%	31%	25%	16%	2%	0%	100%
Run down buildings, weed lots, or junk vehicles	39%	39%	17%	3%	1%	0%	100%
Taxes	10%	16%	43%	27%	5%	0%	100%
Traffic congestion	4%	21%	32%	43%	0%	0%	100%
Weeds	41%	36%	16%	2%	5%	0%	100%

Question #5: Please rate how safe you feel from the following occurring to you in Sedona							
	very safe	somewhat safe	neither safe nor unsafe	somewhat unsafe	very unsafe	don't know	Total
Violent crime (e.g., rape, assault, robbery)	57%	24%	12%	5%	1%	1%	100%
Property crimes (e.g., burglary, theft)	31%	41%	14%	11%	1%	2%	100%
Fire	32%	37%	17%	10%	2%	2%	100%

Question #6: Please rate how safe you feel:							
	very safe	somewhat safe	neither safe nor unsafe	somewhat unsafe	very unsafe	don't know	Total
In your neighborhood during the day	86%	11%	2%	0%	0%	0%	100%
In your neighborhood after dark	55%	35%	7%	2%	0%	1%	100%
In Sedona's uptown area during the day	72%	14%	8%	1%	0%	5%	100%
In Sedona's uptown area after dark	43%	27%	13%	6%	0%	11%	100%
In Sedona's parks during the day	57%	23%	4%	1%	0%	15%	100%
In Sedona's parks after dark	18%	25%	10%	13%	2%	31%	100%

Question #7: During the past twelve months, were you or anyone in your household the victim of any crime?		
		Percent of Respondents
During the past twelve months, were you or anyone in your household the victim of any crime?	no	94%
	yes	6%
	don't know	0%
Total		100%

Question #8: If yes, was this crime (these crimes) reported to the police?		
		Percent of Respondents
If yes, was this crime (these crimes) reported to the police?	no	11%
	yes	84%
	don't know	6%
Total		100%

Question #9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the City of Sedona?						
	never	once or twice	3 to 12 times	13 to 26 times	more than 26 times	Total
Used Sedona public libraries or their services	11%	23%	36%	17%	13%	100%
Participated in a recreation program or activity	33%	29%	22%	7%	9%	100%
Visited a Sedona park	17%	35%	30%	9%	9%	100%
Attended a meeting of local elected officials or other local public meeting	51%	26%	19%	3%	1%	100%
Volunteered your time to some group/activity in Sedona	37%	20%	19%	12%	13%	100%
Used the Internet for anything	20%	2%	6%	4%	68%	100%

Question #10: How do you rate the quality of each of the following services in Sedona?						
	excellent	good	fair	poor	don't know	Total
Police services	34%	48%	7%	3%	8%	100%
Crime prevention	20%	49%	12%	3%	15%	100%
Traffic enforcement	15%	46%	22%	11%	7%	100%
Street cleaning	19%	44%	17%	7%	13%	100%
Street lighting	16%	32%	26%	24%	2%	100%
Sidewalk maintenance	15%	45%	21%	9%	10%	100%
Amount of public parking	3%	26%	38%	23%	9%	100%
Storm drainage	5%	27%	38%	14%	16%	100%
Sewer services	9%	30%	23%	18%	20%	100%
City parks	13%	42%	25%	7%	13%	100%
Recreation programs or classes	9%	31%	16%	9%	35%	100%
Range/variety of recreation programs and classes	9%	25%	23%	10%	32%	100%
Accessibility of parks	15%	40%	29%	5%	11%	100%
Appearance/maintenance of parks	17%	48%	17%	6%	12%	100%
Land use, planning and zoning	3%	20%	27%	36%	15%	100%
Code enforcement (weeds, abandoned buildings, etc)	4%	37%	26%	10%	22%	100%
Animal control	13%	55%	14%	4%	14%	100%
Services to seniors	8%	38%	15%	6%	33%	100%
Services to youth	6%	24%	25%	14%	30%	100%
Public library services	44%	42%	8%	1%	5%	100%
Municipal courts	8%	18%	9%	1%	64%	100%

Question #11: Overall, how would you rate the quality of the services provided by . . .						
	excellent	good	fair	poor	don't know	Total
Overall, how would you rate the quality of the services provided by the City of Sedona?	16%	52%	18%	9%	6%	100%
Overall, how would you rate the quality of the services provided by the Federal Government?	7%	25%	34%	13%	21%	100%
Overall, how would you rate the quality of the services provided by the State Government?	8%	25%	30%	17%	19%	100%

Question #12: Have you had any in-person or phone contact with an employee of the City of Sedona within the last 12 months?		
		Percent of Respondents
Have you had any in-person or phone contact with an employee of the City of Sedona within the last 12 months?	no	66%
	yes	34%
	don't know	0%
Total		100%

Question #13: What was your impression of the employees of the City of Sedona in your most recent contact?						
	excellent	good	fair	poor	don't know	Total
Knowledge	36%	45%	16%	2%	2%	100%
Responsiveness	37%	44%	11%	6%	1%	100%
Courtesy	43%	39%	15%	2%	1%	100%
Overall Impression	35%	43%	16%	5%	1%	100%

Question #14: Please rate your agreement or disagreement with the following statements.							
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree	don't know	Total
I receive good value for the City of Sedona taxes I pay	12%	31%	24%	15%	13%	5%	100%
I am pleased with the overall direction that the City of Sedona is taking	8%	30%	16%	25%	18%	4%	100%
The City of Sedona government welcomes citizen involvement	16%	33%	19%	11%	7%	13%	100%
The City of Sedona government listens to citizens	9%	24%	19%	21%	12%	14%	100%

Question #15: What impact, if any, do you think the economy will have on your family income in the next 6 months?		
		Percent of Respondents
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	very positive	3%
	somewhat positive	10%
	neutral	45%
	somewhat negative	36%
	very negative	6%
Total		100%

Question #16: Do you live within the City limits of the City of Sedona?		
		Percent of Respondents
Do you live within the limits of the City of Sedona?	no	6%
	yes	94%
Total		100%

Question #17: Employment Status		
		Percent of Respondents
Are you currently employed?	no	41%
	yes	59%
Total		100%

Question #17a: Usual Mode of Transportation to Work		
		Percent of Employed Respondents
What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?	Motorized vehicle	88%
	Walk	2%
	Work at home	10%
	Other	0%
Total		100%

Question #17b: Drive Alone or Carpool		
		Percent of Employed Respondents
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	no	90%
	yes	10%
Total		100%

Usual Mode of Transportation to Work, Including Carpooling		
		Percent of Employed Respondents
Usual mode of transportation to work	Motorized vehicle, no others (SOV)	79%
	Motorized vehicle, with others (MOV)	9%
	walk	2%
	work at home	10%
	other	0%
Total		100%

Question #18: Length of Residency		
		Percent of Respondents
How many years have you lived in Sedona?	less than 2 years	8%
	2-5 years	22%
	6-10 years	25%
	11-20 years	25%
	more than 20 years	19%
Total		100%

Question #19: Type of Housing Unit		
		Percent of Respondents
Which best describes the building you live in?	one family house detached from any other houses	79%
	one family house attached to one or more houses	4%
	building with two or more apartments or condominiums	11%
	mobile home	7%
	other	0%
Total		100%

Question #20: Tenure Status		
		Percent of Respondents
Is this house, apartment, or mobile home...	rented for cash or occupied without cash payment?	29%
	owned by you or someone in this house	71%
Total		100%

Question #21: Presence of Children in Household		
		Percent of Respondents
Do any children age 12 or under live in your household?	no	84%
	yes	16%
Total		100%

Question #22: Presence of Teenagers in Household		
		Percent of Respondents
Do any teenagers ages 13 through 17 live in your household?	no	90%
	yes	10%
Total		100%

Question #23: Presence of Senior Adults in Household		
		Percent of Respondents
Are you or any other members of your household aged 65 or older?	no	64%
	yes	36%
Total		100%

Question #24: Presence of Persons with Disabilities in Household		
		Percent of Respondents
Does any member of your household have a physical handicap or is anyone disabled?	no	89%
	yes	11%
Total		100%

Question #25: Education		
		Percent of Respondents
What is the highest degree or level of school you have completed?	12th Grade or less, no diploma	2%
	high school diploma	6%
	some college, no degree	27%
	associate's degree (e.g. AA, AS)	7%
	bachelor's degree (e.g. BA, AB, BS)	34%
	graduate degree or professional degree	23%
Total		100%

Question #26: Annual Household Income		
		Percent of Respondents
How much do you anticipate your household's total income before taxes will be for the current year?	less than \$24,999	14%
	\$25,000 to \$49,999	33%
	\$50,000 to \$99,999	30%
	\$100,000 or more	23%
Total		100%

Question #27: Ethnicity		
		Percent of Respondents
Are you Spanish/Hispanic/Latino?	no	95%
	yes	5%
Total		100%

Question #28: Race		
		Percent of Respondents
What is your race?	American Indian or Alaskan Native	0%
	Asian or Pacific Islander	1%
	Black, African American	0%
	White/Caucasian	93%
	Other	5%
	Multi-Racial	1%
Total		100%

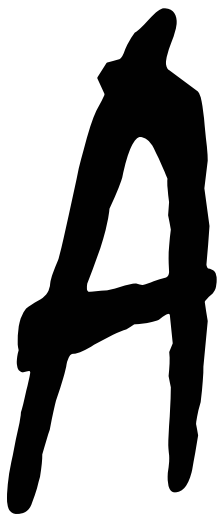
Question #29: Age		
		Percent of Respondents
In which category is your age?	18-24 years	0%
	25-34 years	14%
	35-44 years	9%
	45-54 years	28%
	55-64 years	17%
	65-74 years	17%
	75 years or older	15%
Total		100%

Question #30: Gender		
		Percent of Respondents
What is your gender?	Female	54%
	Male	46%
Total		100%

Question #31: Voter Registration Status		
		Percent of Respondents
Are you registered to vote in your jurisdiction?	no	16%
	yes	84%
	don't know	1%
Total		100%

Question #32: Vote in Last Election?		
		Percent of Respondents
Did you vote in the last election?	no	22%
	yes	77%
	don't know	1%
Total		100%

Question #33: Likely to Vote in Next Election?		
		Percent of Respondents
Are you likely to vote in the next election?	no	12%
	yes	83%
	don't know	5%
Total		100%



APPENDIX II: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SAMPLING

Approximately 1,200 households were selected to participate in the survey using a stratified systematic sampling method.³ An individual within each household was selected using the birthday method.⁴

SURVEY ADMINISTRATION

Households received three mailings between the 14th and the 28th of October 2002. The first was a postcard notifying them they had been selected to participate in the City of Sedona 2002 Citizen Survey. The postcard was signed by the mayor Dick Ellis. About a week later a survey was mailed with a cover letter also signed by the mayor. Approximately one week after the first survey was mailed, a second survey was mailed, with a cover letter asking those who

³ Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.

⁴ The birthday method is a process to remove bias in the selection of a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys but leaving selection of respondent to household members will lead to bias.

had not yet participated to do so, while informing those who had already completed the survey not to do so again.

RESPONSE RATE AND CONFIDENCE INTERVALS

Of the 1,200 eligible households, 537 completed the survey providing a response rate of 55%. Approximately 221 addresses sampled were “vacant” or “not found.”⁵ In general, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus 4 percentage points around any given percent reported.⁶ The confidence intervals are larger around estimates for subgroups.

WEIGHTING AND ANALYZING THE DATA

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

The demographic characteristics of the sample were compared to those of the City of Sedona as reflected in the information sent by staff to National Research Center, Inc. When necessary survey results were statistically adjusted to reflect the known population profile.

Generally, only two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Generally, characteristics chosen as weighting variables are selected because they are not in proportion to what is shown in a jurisdiction’s demographic profile and because differences in opinion are observed between subgroups of these characteristics. The two socioeconomic characteristics that were used to weight the survey results were tenure and gender/age. Other discrepancies between the whole population and the sample were also aided by the weighting due to the

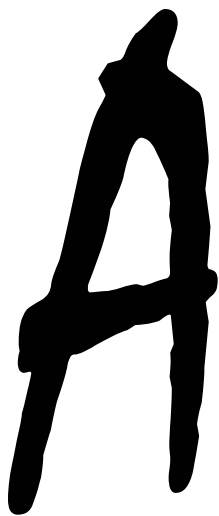
⁵ “Eligible” households refer to addresses that belong to residences that are not vacant within the City of Sedona.

⁶ The margin of error was calculated using the following formula: $1.96 * \text{square root } (0.25/400)$. This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the next page.

Weighting Scheme for City of Sedona Citizen Survey			
Characteristic	Percent in Population*		
	Population Norm	Unweighted Data	Weighted Data
Own home	71%	94%	71%
Rent home	29%	6%	29%
Hispanic	9%	2%	5%
Not Hispanic	91%	98%	95%
White	92%	95%	93%
Non white	8%	5%	7%
Females 18-34	7%	2%	7%
Females 35-54	20%	15%	20%
Females 55+	27%	34%	27%
Males 18-34	8%	1%	8%
Males 35-54	17%	13%	17%
Males 55+	21%	37%	22%
Detached unit	68%	91%	85%
Attached unit	32%	9%	15%
Female	53%	50%	54%
Male	47%	50%	46%
18-34 years of age	15%	2%	14%
35-54 years of age	37%	28%	37%
55+ years of age	48%	70%	49%

* Source: 2000 Census



APPENDIX III: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Sedona. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.



102 Roadrunner Drive
Sedona, AZ 86336

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



102 Roadrunner Drive
Sedona, AZ 86336

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
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102 Roadrunner Drive
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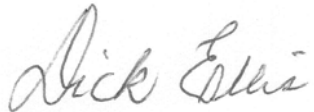
102 Roadrunner Drive
Sedona, AZ 86336

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

Dear City of Sedona Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Sedona. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

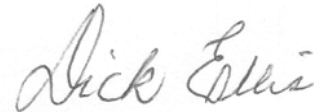
A handwritten signature in cursive script that reads "Dick Ellis".

Dick Ellis, Mayor
City of Sedona

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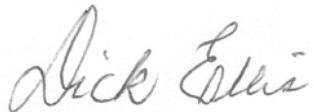
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City of Sedona

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Sincerely,

A handwritten signature in cursive script that reads "Dick Ellis".

Dick Ellis, Mayor
City of Sedona



102 Roadrunner Drive
Sedona, Arizona 86336
(928) 282-3113
TDD (928) 204-7102
Fax (928) 204-7105

October 2002

Dear Sedona Resident:

The City of Sedona wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Sedona's 2002 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City of Sedona make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. We ask that you please participate!

In order to get a representative sample of Sedona residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. The year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

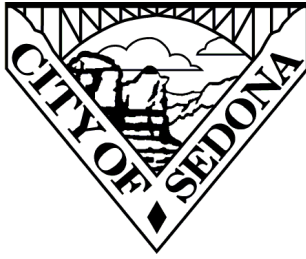
Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey, please call Andrew Bertelsen at (928) 204-7120, or e-mail him at abertelsen@city.sedona.net, and he will be happy to answer any questions that you may have.

Please help us shape the future of Sedona. Thank you for your time and participation.

Sincerely,

A handwritten signature in cursive script that reads "Dick Ellis".

Dick Ellis, Mayor
City of Sedona



102 Roadrunner Drive
Sedona, Arizona 86336
(928) 282-3113
TDD (928) 204-7102
Fax (928) 204-7105

October, 2002

Dear Sedona Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Sedona wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Sedona Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City of Sedona make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. We ask that you please participate!

In order to get a representative sample of Sedona residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. The year of birth of the adult does not matter.

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Please help us shape the future of Sedona. Thank you for your time and participation.

Sincerely,

A handwritten signature in cursive script that reads "Dick Ellis".

Dick Ellis, Mayor
City of Sedona

The City of Sedona 2002 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please circle the number that comes closest to your opinion for each of the following questions:

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
How do you rate Sedona as a place to live?.....	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Sedona as a place to raise children?	1	2	3	4	5
How do you rate Sedona as a place to retire?	1	2	3	4	5
How do you rate the overall quality of life in Sedona?.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Sedona as a whole:

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
Sense of community.....	1	2	3	4	5
Overall appearance of Sedona.....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Access to affordable quality housing.....	1	2	3	4	5
Access to affordable quality child care	1	2	3	4	5
Access to affordable quality health care	1	2	3	4	5
Ease of car travel in Sedona.....	1	2	3	4	5
Ease of walking in Sedona.....	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Sedona over the past 2 years:

	<u>much too slow</u>	<u>somewhat too slow</u>	<u>right amount</u>	<u>somewhat too fast</u>	<u>much too fast</u>	<u>don't know</u>
Population growth.....	1	2	3	4	5	6
Retail growth (stores, restaurants etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are the following problems in Sedona:

	<u>not a problem</u>	<u>minor problem</u>	<u>moderate problem</u>	<u>major problem</u>	<u>don't know</u>
Crime	1	2	3	4	5
Drugs.....	1	2	3	4	5
Too much growth.....	1	2	3	4	5
Noise.....	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles.....	1	2	3	4	5
Taxes.....	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Weeds	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Sedona:

	<u>very safe</u>	<u>somewhat safe</u>	<u>neither safe nor unsafe</u>	<u>somewhat unsafe</u>	<u>very unsafe</u>	<u>don't know</u>
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft)	1	2	3	4	5	6
Fire	1	2	3	4	5	6

6. Please rate how safe you feel:

	<u>very safe</u>	<u>somewhat safe</u>	<u>neither safe nor unsafe</u>	<u>somewhat unsafe</u>	<u>very unsafe</u>	<u>don't know</u>
In your neighborhood during the day	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6
In Uptown Sedona during the day	1	2	3	4	5	6
In Uptown Sedona area after dark	1	2	3	4	5	6
In Sedona's parks during the day	1	2	3	4	5	6
In Sedona's parks after dark	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?

☐ no [go to question #9] ☐ yes [go to question #8] ☐ don't know

8. If yes, was this crime (these crimes) reported to the police?

☐ no ☐ yes ☐ don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Sedona?

	<u>never</u>	<u>once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>more than 26 times</u>
Used the Sedona Public Library or their services	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood or City park	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Volunteered your time to some group/activity in Sedona	1	2	3	4	5
Used the Internet for anything	1	2	3	4	5

10. How do you rate the quality of each of the following services in Sedona?

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
Police services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Amount of public parking.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Range/variety of recreation programs and classes	1	2	3	4	5
Accessibility of parks.....	1	2	3	4	5
Appearance/maintenance of parks	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc).....	1	2	3	4	5
Animal control	1	2	3	4	5
Services to seniors	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Sedona Public Library services.....	1	2	3	4	5
Municipal courts	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by...

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
The City of Sedona?	1	2	3	4	5
The Federal Government?.....	1	2	3	4	5
The State Government?.....	1	2	3	4	5

12. Have you had any in-person or phone contact with an employee of the City of Sedona within the last 12 months (including police, receptionists, planners or any others)?

☐ no [go to question #14] ☐ yes [go to question #13]

13. What was your impression of employees of the City of Sedona in your most recent contact? (Rate each characteristic below.)

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression	1	2	3	4	5

14. Please rate the following statements by circling the number that most clearly represents your opinion:

	<u>strongly agree</u>	<u>somewhat agree</u>	<u>neither agree nor disagree</u>	<u>somewhat disagree</u>	<u>strongly disagree</u>	<u>don't know</u>
I receive good value for the City of Sedona taxes I pay	1	2	3	4	5	6
I am pleased with the overall direction that the City of Sedona is taking	1	2	3	4	5	6
The City of Sedona government welcomes citizen involvement.....	1	2	3	4	5	6
The City of Sedona government listens to citizens.....	1	2	3	4	5	6

15. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

☐ very positive ☐ somewhat positive ☐ neutral ☐ somewhat negative ☐ very negative

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

16. Do you live within the City limits of the City of Sedona?

☐ no ☐ yes

17. Are you currently employed?

☐ no [go to question #18] ☐ yes [go to question #17a]

17a. What one method of transportation do you *usually* use (for the longest distance of your commute) to travel to work?

- ☐ Motorized vehicle (e.g. car, truck, van, motorcycle etc...)
- ☐ Bus, Rail, Subway, or other public transportation
- ☐ Walk
- ☐ Work at home
- ☐ Other

17b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) *usually* ride with you to or from work?

☐ no ☐ yes

18. How many years have you lived in Sedona?

- ☐ less than 2 years ☐ 11-20 years
- ☐ 2-5 years ☐ more than 20 years
- ☐ 6-10 years

19. Which best describes the building you live in?

- ☐ one family house detached from any other houses
- ☐ house attached to one or more houses (e.g. a duplex or townhome)
- ☐ building with two or more apartments or condominiums
- ☐ mobile home
- ☐ other

20. Is this house, apartment, or mobile home...

- ☐ rented for cash or occupied without cash payment?
- ☐ owned by you or someone in this house with a mortgage or free and clear?

21. Do any children 12 or under live in your household?

☐ no ☐ yes

22. Do any teenagers aged between 13 and 17 live in your household?

☐ no ☐ yes

23. Are you or any other members of your household aged 65 or older?

☐ no ☐ yes

24. Does any member of your household have a physical handicap or is anyone disabled?

☐ no ☐ yes

25. What is the highest degree or level of school you have completed? (mark one box)

- ☐ 12th Grade or less, no diploma
- ☐ high school diploma
- ☐ some college, no degree
- ☐ associate's degree (e.g. AA, AS)
- ☐ bachelor's degree (e.g. BA, AB, BS)
- ☐ graduate degree or professional degree

26. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ less than \$24,999
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$99,999
- ☐ \$100,000 or more

27. Are you Spanish/Hispanic/Latino?

☐ no ☐ yes

28. What is your race? (Mark one or more races to indicate what race you consider yourself to be)

- ☐ American Indian or Alaskan native
- ☐ Asian or Pacific Islander
- ☐ Black, African American
- ☐ White/Caucasian
- ☐ Other

29. In which category is your age?

- ☐ 18-24 years ☐ 55-64 years
- ☐ 25-34 years ☐ 65-74 years
- ☐ 35-44 years ☐ 75 years or older
- ☐ 45-54 years

30. What is your sex?

☐ female ☐ male

31. Are you registered to vote in your jurisdiction?

☐ no ☐ yes ☐ don't know

32. Did you vote in the last election?

☐ no ☐ yes ☐ don't know

33. Are you likely to vote in the next election?

☐ no ☐ yes ☐ don't know

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to: National Research Center, Inc., 3005 30th St., Boulder, CO 80301



City of Sedona
102 Roadrunner Dr.
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